

Message Text

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PAGE 01 TANANA 00205 311555Z

43

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 AGR-10 PRS-01 RSC-01 PA-02 USIA-15

/043 W

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R 311325Z JAN 75

FM AMEMBASSY TANANARIVE

TO SECSTATE WASHDC 6903

INFO USDOC WASHDC

AMCONSUL DOUALA

UNCLAS TANANARIVE 0205

E.O. 11652: N/A

TAGS: BEXP, MA

SUBJECT: AGRICULTURAL EQUIPMENT AND SUPPLIES CATALOG SHOW

REF: STATE A-9166 OF 9/9/72

1. AGRICULTURAL EQUIPMENT AND SUPPLIES CATALOG SHOW WAS HELD AT AMERICAN CULTURAL CENTER IN TANANARIVE JANUARY 20-25, 1975. SHOW ATTENDED BY 174 VISITORS REPRESENTING 95 DIFFERENT BUSINESS FIRMS, GOVERNMENT AGENCIES, PRIVATE FARMERS, AND OTHER. OVER 400 TRADE LEADS WERE DEVELOPED FROM THE 75 REGISTERED VISITORS WHO RETURNED FORMS REQUESTING MORE INFORMATION ON SPECIFIC PRODUCTS (EXCLUDING STUDENTS AND CASUAL VISITORS). 86 OF 97 AMERICAN FIRMS WHICH PARTICIPATED IN WITH CATALOGS OR OTHER MATERIALS RECEIVED TRADE INQUIRIES.

2. SHOW RECEIVED EXTENSIVE AND EXCELLENT PUBLICITY IN LOCAL MEDIA, INCLUDING LARGE ARTICLE WITH PHOTOGRAPHS ON THIRD PAGE OF MADAGASCAR'S LEADING DAILY. SHOW ALSO VERY WELL RECEIVED BY MALAGASY VISITORS, MANY OF WHOM URGED EMBASSY HOLD SIMILAR SHOW IN RELATED OR OTHER FIELDS IN NEAR FUTURE. ALL KEY TARGETS DESIRED BY EMBASSY ATTENDED SHOW, INCLUDING LEADING CURRENT AND POTENTIAL IMPORTERS OF AGRICULTURAL EQUIPMENT, ALL KEY OFFICIALS OF MINISTRY RURAL DEVELOPMENT,
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AND HEADS OF SEVERAL MALAGASY GOVERNMENT AGENCIES

RESPONSIBLE FOR IMPLEMENTATION OF RECENTLY APPROVED
WORLD BANK LOANS IN AGRICULTURAL AND FORESTRY SECTORS.

3. INDUSTRY TECHNICAL REPRESENTATIVE JONATHAN PELLEGRIN
DID EXCELLENT JOB, DESPITE LACK OF FRENCH, AND EMBASSY
WISHES COMMEND USDOC FOR HIS SELECTION.

4. COMPLETE AIRGRAM REPORT ON CATALOG SHOW FOLLOWS
LATER.
MENDENHALL

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
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Decaption Date: 01 JAN 1960
Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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